

PRIVACY NOTICE SUBJECTS INTERESTED IN MASTERS AND COURSES

according to the European Regulation no. 679/2016 (“GDPR”)

Categories of data subjects	Subjects interested (hereinafter “ Subjects ”) in the Courses, Masters or events organized by the Data Controller
Data Controller	“Fondazione Bologna University Business School” (hereinafter “ BBS ” or “ Data Controller ”) Villa Guastavillani, Via degli Scalini 18, Bologna (BO-Italy) Entry in Reg. Legal Persons at the Prefecture of Bologna No. 729, p. 118 vol. 5. VAT No. 02095311201
Data Protection Officer	BBS has appointed its Data Protection Officer, who can be contacted at the following e-mail address: dpo@bbs.unibo.it

1. INFORMATION ON THE PROCESSING OPERATIONS PERFORMED

SECT. A

Purposes

Establishing and managing the contractual relationship or pre-contractual measures to which you are a party and to enable you to take advantage of the requested service or activity, including participation in classes, events or meetings carried out also in streaming or remote mode.

Legal base

Performance of a contract/service or pre-contractual measures - Art. 6.1 b) GDPR.

Personal data collected	Data retention period
Personal identification, contact, and, where provided, educational qualification, curricular and professional data. Required provision: a refusal to provide the above data, as well as a request to obtain their erasure, would make it impossible for BBS to fulfill your request and provide (or continue to provide) the service you requested.	Data processed: <ul style="list-style-type: none">• for the performance of the contractual relationship are retained for the <u>time necessary for the performance of the contract</u>.• for the performance of pre-contractual measures are kept for a period not exceeding <u>6 months</u>.

SECT. B

Purposes

Management of tax, accounting and administrative obligations required by law.

Legal base

Fulfillment of legal obligations - art. 6.1 c) GDPR.

Personal data collected	Data retention period
Personal identification, contact, and contract data.	Data processed for the management of tax, accounting and administrative obligations required by law are retained for the term stipulated by law: the term for the retention of accounting records is <u>10 years</u> , as stipulated in Article 2220 of the Civil Code.

SECT. C1

Purposes

Sending information and/or invitations regarding events organized by BBS, news and services through newsletters.

Legal base

Consent - Art. 6.1(a) GDPR. The consent is optional and revocable at any time.

Personal data collected	Data retention period
First and last name and e-mail address provided by you in order to receive information/invitations regarding events organized by BBS, services and news by newsletter.	Data used for purposes of information about events organized by BBS and newsletter subscription are retained until you request to revoke the consent provided or unsubscribe from the newsletter. You may unsubscribe by clicking on the unsubscribe link in our e-mails (so-called opt-out) or by communication to be sent to BBS at its references indicated in this notice.

SECT. C2

Purposes

Marketing and promotional purposes.

To contact you for the aforementioned purposes, we may use both automated contact methods such as, for example, e-mail, mms and sms, instant messaging and social platforms (e.g. WhatsApp), and traditional contact methods such as paper mail and calls with operator intervention.

Legal base

Consent - Art. 6.1(a) GDPR. Consent for each of the above purposes is optional and revocable at any time.

Personal data collected	Data retention period
Personal identification data and contact details. In the absence of your consent, BBS will not be able to process your data for marketing purposes and send you commercial and promotional offers dedicated to you.	Data used for marketing and promotional purposes are retained for a maximum period of <u>two years</u> starting from the issuance of your consent or otherwise from the acquisition of your data unless you revoke your consent.

SECT. D

Purposes

Ascertaining, exercising or defending the Data Controller's rights in judicial proceedings

Legal base

Legitimate interest - Art. 6.1(f) GDPR

Personal data collected	Data retention period
Personal data collected under the other purposes above.	Data used to ascertain, exercise or defend the rights of the Data Controller in judicial proceedings shall be retained for 10 years from the termination of the relationship, which coincides with the ordinary period of admissibility of the judicial action and, in case of initiation of litigation, <u>for the entire duration of the litigation itself and in any case until the period of admissibility of the appeal actions has been exhausted.</u>

2. FOCUS: MARKETING AND PROMOTIONAL PURPOSES – SECT. C2

If you wish to stay in touch with BBS in order to be informed about the events organized, activities, services, commercial and promotional offers of BBS, we ask you to grant your consent to the processing of your personal and contact data for marketing and promotional purposes.

3. PROCESSING METHOD

The processing of personal data is carried out by BBS using paper and computerized methods.

4. AUTOMATED DECISION-MAKING ACTIVITIES

BBS excludes the use of any decision-making activity based on automated processing that produces legal effects or similarly significantly affects you pursuant to Article 22 of the European Regulation 679/2016.

5. FATE OF DATA AT THE END OF THE RETENTION PERIOD

After the above retention periods have elapsed, the Data will be destroyed, erased, or anonymized, consistently with technical procedures for erasure and backup.

6. DATA PROCESSORS. RECIPIENTS OF DATA TO THIRD PARTIES

The following are appointed as data processors pursuant to Article 28 of the aforementioned European Regulation No. 679/2016 and may therefore process and become aware of the data you have provided, the subjects or categories of subjects indicated on the website <http://www.bbs.unibo.it>, in the section Privacy.

To this end, it should be noted that the following are appointed as data processors by BBS:

- a) to manage relations with Subjects and more generally with third parties, including for accounting and administrative purposes, including legal defense;
- b) to manage communications, including those of a commercial and promotional nature, and to provide information and promotional services;
- c) to manage its archives, also in a computerized manner.

Data may also be transmitted to the judicial authorities and other public entities entitled to request them, in cases provided for by law or as a result of the order of a judicial authority.

7. PLACE OF PROCESSING AND DATA TRANSFER TO NON-EU COUNTRIES

BBS may transfer your personal data to data processors located outside the EU (e.g. WhatsApp), in which case the transfer of personal data will take place in accordance with the provisions of the GDPR, title V, articles 44 et seq. In particular, if the transfer takes place to a third country, the transfer will take place pursuant to Article 46 of the GDPR in accordance with the decision adopted by the Court of Justice of the European Union or in the presence of adequate safeguards and subject to verification that the third country guarantees an adequate level of protection of personal data. For further information on this matter, please send an email to the addresses below.

8. YOUR RIGHTS. LODGING A COMPLAINT WITH THE SUPERVISORY AUTHORITY

You can exercise the rights granted to you by law and, in particular, the right to revoke your consent (art.7 GDPR), the right to obtain from BBS access to your personal data (art. 15 GDPR), rectification and/or supplementation (art. 16 GDPR) and erasure (art. 17 GDPR) of your personal data, restriction of processing (art. 18 GDPR), the right to receive notification of rectification, erasure or restriction of processing carried out (art. 19 GDPR), the right to data portability (art. 20 GDPR), and the right to object to processing (art. 21 GDPR). These rights may be subject to certain exceptions and/or limitations (e.g., revocation of consent does not affect the lawfulness of processing based on consent prior to revocation, the right to erasure cannot be exercised for those data with respect to which BBS demonstrates the existence of overriding legitimate

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grounds for processing, the right to portability applies with respect to processing based on contract or consent, the right to object applies for processing based on legitimate interest or public interest grounds). Data subjects also have the right to lodge a complaint with the competent Supervisory Authority (Art. 77 GDPR), which in Italy is the *Garante per la protezione dei dati personali* (Piazza Venezia, 11 - 00187 Roma - PEC: protocollo@pec.gdpr.it).

9. DATA PROTECTION OFFICER

BBS appointed its data protection officer, who can be contacted at the following address: dpo@bbs.unibo.it. You may contact the Data Protection Officer for all matters related to the processing of your personal data and the exercise of your rights under the European Regulation No. 679/2016 and the Privacy Code.

10. CONTACTS AND DISPUTES

If you have any question or complaint, regarding this Privacy Notice or BBS's data processing practices or for requests regarding updating/rectification/erasure of personal data or the exercise of your privacy rights you may contact the Data Controller or Data Protection Officer.

For this purpose you may send a communication to the e-mail address gdpr@bbs.unibo.it (from which you will be answered by the person appointed by BBS to provide feedback to the data subject, that is the Chief Financial Officer (also referred to as "C.F.O."), or to the Data Protection Officer e-mail address dpo@bbs.unibo.it